

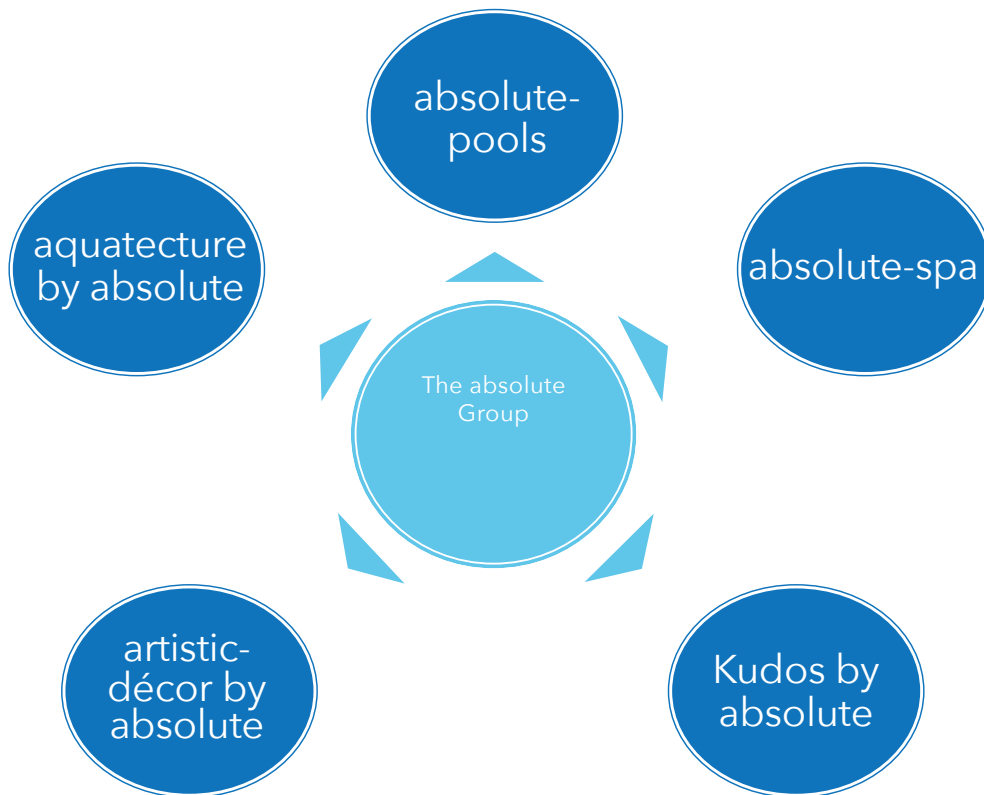


A Brief Overview





**the absolute Group** serves hotels and resorts, the real estate developer and the home owner. Our focus is pools and water features and a range of associated services.



**aquatecture by absolute:**

The expression of water in design, offers a specialist pool and water feature engineering consultancy service.

**absolute-spa:**

Hydro-thermal experiences for the Spa 'wet-area.'

**Kudos by absolute:**

Premium Outdoor Furniture, for the hospitality industry.

**artistic decor by absolute:**

Creating beautiful background murals.



# absolute-pools

bringing pools to life

absolute-pools is a specialist pool and water feature services provider and the corner stone of the Group.

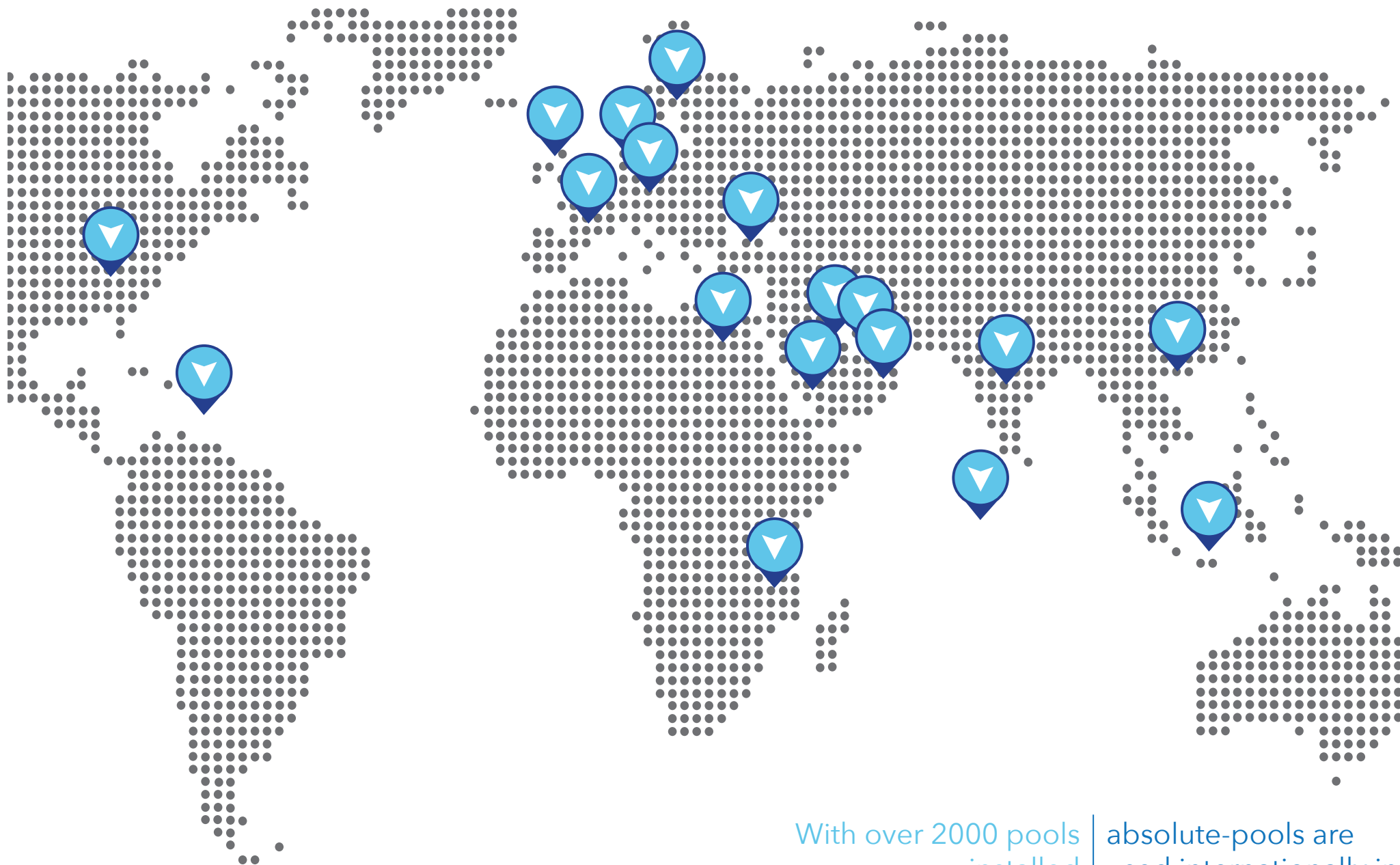


Operations include Design & Build, supply & installation and specialist contracting services.

Our unique Pre-Formed, Composite pool shell, manufactured, tiled and pre-fitted in the factory, is fast becoming the industry standard for contemporary pools.

Whether it be a pool for the home owner, multiple-pools for a project or water features for a resort development... our aim is for absolute-pools to be the preferred choice.



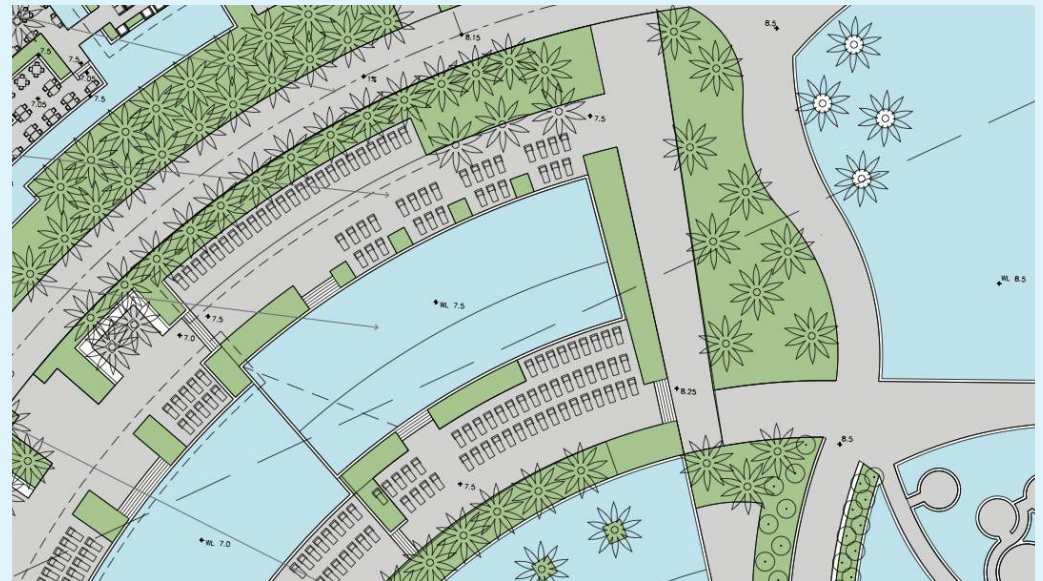


With over 2000 pools installed | absolute-pools are used internationally in many countries

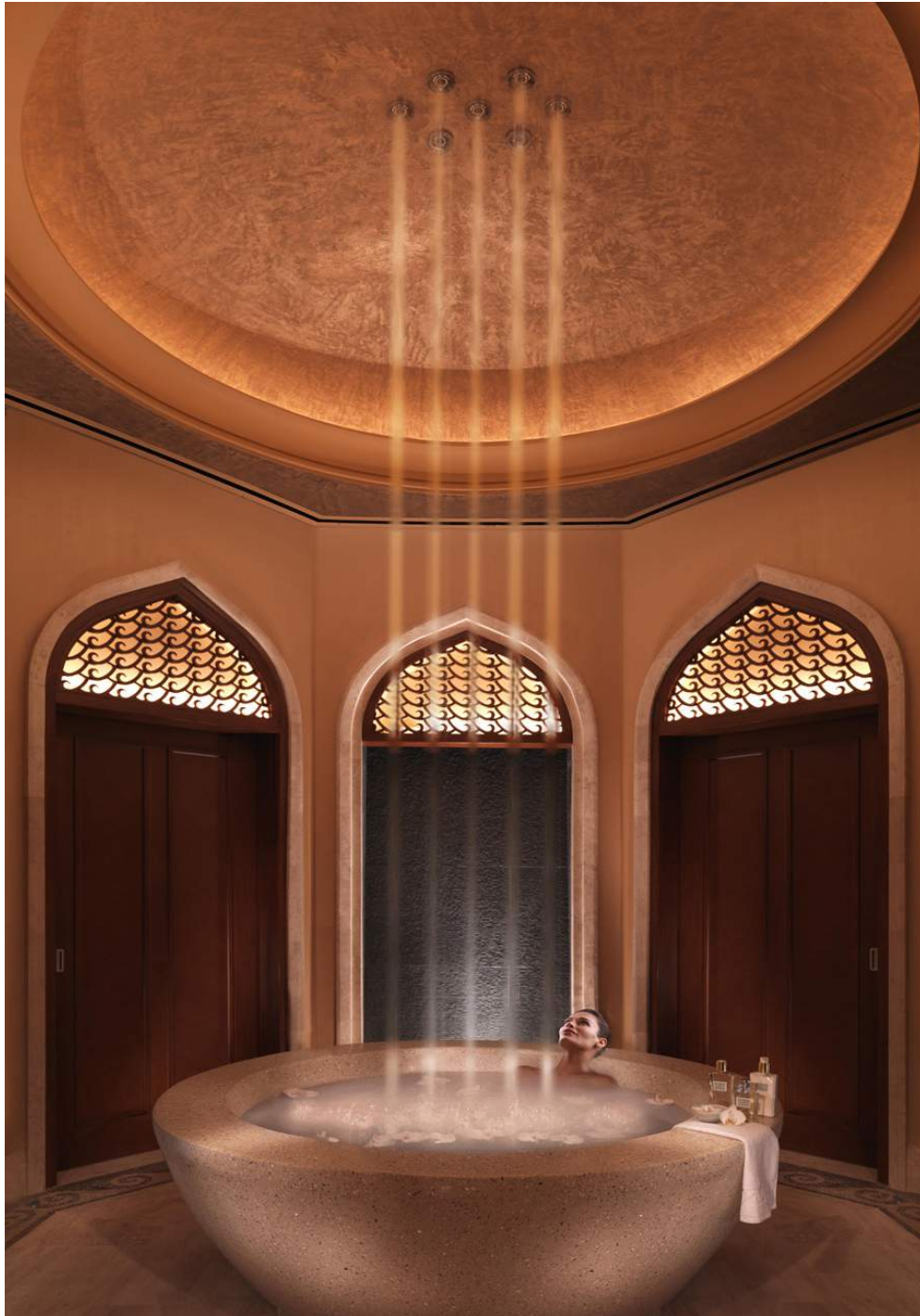


the expression of water in design

- We call it aquatecture: the expression of water in design, in the engineering of pools be they swimming pools, water features or specialist spa pools.
- Our aquatecture Design division delivers our expertise and experience as a Specialist Design service on an independent consultancy basis for architects, clients and operators.







# absolute-spa

bringing spas to life

- We understand Spa hydro-thermal experiences and their role as an integral part of the contemporary Spa and Wellness area.
- Working closely with Spa Designers we deliver safe, functional, attractive 'wet-area' design and fit-out.
- Our aim is to deliver the very best hydro-thermal experiences for a particular Spa.



Kudos makes the most of outdoor spaces as a leading brand of outdoor furniture for the hospitality industry.

- The 1st choice for 5 star hotels and resorts, by the pool side and in all outdoor areas
- A wide selection of designs and materials available to suit outdoor environments.
- Service is our difference: our relationship with our customers *begins* when we deliver their furniture.





# artistic-décor by absolute

Julie Fraser has an outstanding reputation in artistic decoration for hotels and resorts and private residences of distinction



- artistic-décor has created beautiful background murals for Spas and throughout the public areas in many landmark properties
- Julie Fraser is the creative hand behind the artistic decoration services offered by absolute

# Proven experience

**the absolute Group** collaborates with leading professionals and has carried out world-class work for the best in hospitality and residential development.

- Al Masaood • Al Mouj, Muscat • Anantara • Atkins
- Atlantis • Barr+Wray • Blu Spas • Burj Down Town
- Design for Leisure • DSA • Emaar • Emirates Golf Club
- Emirates Palace • Fairmont Raffles • Four Seasons
- Habtoor Group • Hilton • Hyatt • InterContinental
- Jumeirah • Kempinski • KEO • Kerzner • Kuredu
- Le Meridien • LMS • Meydan Sobha • Mirage Leisure
- Maskan Arabia • Nirvana • OMRAN • One&Only Resorts
- Rotana • SDIC • Sheraton • Starwoods • St Regis
- TDIC • Waldorf Astoria • WASL • Yoo

bringing pools to life

# the absolute Group

comprises several related companies and activities which have their origin in the pool and spa business. From our home office in Dubai we operate throughout the region and internationally

**Abu Dhabi**

**Dubai**

**London**

**Muscat**

**Riyadh**

[www.absolute-pools.com](http://www.absolute-pools.com)



▶ 'bringing pools to life'

